

IN THE SPECIFICATION

Please add the following paragraph before the first paragraph beginning at page 1, line 1:

CROSS REFERENCE TO RELATED APPLICATION

This application claims the benefit of U.S. provisional application serial no. 60/537,811 filed January 20, 2004, which the entire subject matter is incorporated herein by reference.

Please amend Page 1, starting at line 1, as follows:

This Application is related to Serial No. 09/466,406, entitled "Method And Apparatus For Recommending Television Programming Using Decision Trees," filed on December 17, 1999, now U.S. Patent 6,727,914; to publication US000239, Serial No. 09/666,401, entitled "Method And Apparatus For Generating Recommendation Scores Using Implicit And Explicit Viewing Preferences," filed on September 20, 2000; and to publication US010128, Serial No. 09/953,385, entitled "Four-Way Recommendation Method And System Including Collaborative Filtering," filed on September 10, 2001, now U.S. Publication 2003/0051240A1. These related Applications are assigned to the same assignee of the present Application, and the teachings thereof are incorporated herein by reference to the extent that they do not conflict herewith.